



Introducing the first
vision care plan
members app
on the market!



It's **app**-solutely faster
and easier for EyeMed
members on the go!

Just shake
to see your
ID card



ONE



tap to learn about
your vision benefits

10
seconds

to search for
an in-network
provider and
driving directions

2
TAPS

to call your eyecare provider
&
to call EyeMed customer care,
7 days a week!



You'll **app**-laud its
speed and simplicity!



It's **app**-licable to
your busy lifestyle!

58%

of Americans have
a smart phone*

53%

of consumers are
interested in replacing
loyalty cards with apps**



Download the
EyeMed Members
app today...it will
make you **happy**!



1,000s of
providers:

You can **app**-reciate access to the nation's
largest, most diverse eye doctor network

HAPPY TAPPING!

Helping you to see
life to the fullest!

INDEPENDENT
PROVIDER
NETWORK



LENSCRAFTERS

PEARLE
VISION



OPTICAL

jcp
optical

*Pew Internet research project, Jan. 2014

**Mobile Incentives: the next step in device based transactions